



“Step up”

South Cambridgeshire District Council Business Competition

Guidance Notes

1. INTRODUCTION

The continued prosperity for South Cambridgeshire depends on new creative, innovative, businesses starting up generating wealth and quality jobs within the District. It is vital that potential business start-ups are encouraged to take an entrepreneurial leap and be given the opportunity, with support, for their business ideas to be realised.

This competition provides a unique opportunity to win a complete business bursary to the value of around £30,000, with built in workshop assistance. Details of sponsors and bursaries are attached.

In selecting the winners, the judges will not only be looking for an innovative/entrepreneurial business, with the ability to be profitable but also those that demonstrate the potential to succeed and be sustainable / viable in the long run.

To assist you as a business in formulating your idea, two workshops have been scheduled to assist you. The workshops will aid you in preparing and completing the competition application form as well as how you might present your business idea. These half-day workshops will be held at the South Cambridgeshire Hall on:

Wednesday, 19 April 2010;

and Monday, 17 May 2010

Please register at www.bookevents.org or by ringing 0845 601 1000.

In particular, the judges will be assessing how each application demonstrates:

1.1 CREATIVITY

For example – applicant and business is innovative, shows new approaches to familiar markets, seeks solutions to overcome problems, uniqueness.

1.2 PLANNING & RESEARCH

For example – a well thought out business plan, risk analysis, anticipation of market change, competition analysis, investment, budget and cost analysis.

1.3 MARKET AWARENESS

For example – an understanding and good fit in chosen market, market testing, competition analysis, use of ecommerce, awareness and potential of foreign markets, relevant personal experience of markets.

1.4 COMMITMENT

For example – to realise the business irrespective of whether it wins, determined to succeed, resilient to change (e.g. in changing economy), sustainable and viable business, displays good business and financial acumen.

1.5 SALEABILITY

For example – Product / service(s) are good quality, tested, ready for sale, fit for purpose, well thought through sales and marketing plan and activities, contracts / orders in place, product / service is commercially viable.

2. ELIGIBILITY

This competition is open to anyone who can meet the following criteria:

- 2.1** Named applicant must be 18 years or older at the time of application.
- 2.2** Must not currently occupy commercial premises.
- 2.3** Not open to employees or members of South Cambridgeshire District Council, Cambridgeshire Chambers of Commerce, Business Link East, Cambridge News, Regus, Streets Chartered Accountants, Taylor Vinters, Golly Slater; or family / persons associated directly with the organisation of this competition.
- 2.4** Applicants must not have been operating as a business for more than 12 months.
- 2.5** Applicants must fully complete the application form and supply all necessary information requested.
- 2.6** Applicants must be able to attend the final event and be prepared to deliver a presentation to a judging panel.
- 2.7** Applicants must be available and prepared to cooperate with the promoters of this competition for PR and marketing activities during the competition, the prize period, and subsequently as may be relevant (e.g. case study).
- 2.8** Businesses must be lawfully based and shall be required to fulfill all appropriate statutory and legal requirements associated with the undertaking concerned, i.e. health & safety, public liability insurance etc.

3. CONDITIONS

The Competition conditions are:

- 3.1 The prize consists of a combination of business support services, which will be of restricted use, as shall be detailed by the individual sponsor of each element.
- 3.2 The winner/s cannot sub-let or assign the office accommodation. An office premise consists of 1 office with capacity limited to 2 persons.
- 3.3 The office accommodation shall only be occupied and used by the winner/s for the conduct of the business comprising their winning entry.
- 3.4 The closing date is and applications must be received by the deadline of **10 June 2010 at 5pm.**
- 3.5 The winner shall take up occupation of the office accommodation within 2 months of the award date.
- 3.6 There will be a 2 stage short-listing process to determine the **six** finalists. The short-listing process will be undertaken by competition sponsors against the given criteria (refer to 1.1 – 1.5).
- 3.7 At the judging event a panel will decide the winner from the finalists.
- 3.8 The judging panel's decision shall be final.
- 3.9 Only one application per person.
- 3.10 Entries must be received via the official application route only.
- 3.11 There is no cash alternative prize.
- 3.12 Prizes will be allocated to the following costs: office accommodation use and occupation charges at Cambourne Regus (including, building insurance, legal fees, and annual business rates), accountancy package, legal support, marketing prize, business support and Cambridgeshire Chamber of Commerce membership totaling a prize to the maximum value of £30,000.
- 3.13 The winning business must be available for PR and Marketing activities during the prize period and following that for a maximum of 24 months as a case study
- 3.14 The winner's use and occupation of office accommodation will be conditional upon the winner entering into the current standard Office Service Agreement of Regus Management (UK) Limited provided that for the duration of the supported period of the prize only, the fees for such use and occupation as may be authorised under such Agreement shall be guaranteed and discharged for the benefit of the winner to a maximum period of 12 months.
- 3.15 The winner of this competition will acquire no proprietary rights in respect of the real property of the office accommodation.
- 3.16 Applicants must understand and adhere to the conditions of the Competition and participation shall be taken as confirmation that such conditions are accepted.
- 3.17 Applicants must meet all the eligibility criteria.

4. TIMETABLE

APPLICATIONS PERIOD STARTS: 16 March 2010; APPLICATIONS PERIOD CLOSES: 10 June 2010

WORKSHOP: 19 APRIL 2010 (MORNING)

WORKSHOP: 17 May 2010 (AFTERNOON)

Please register at www.bookevents.org or by ringing 0845 601 1000

FINALISTS NOTIFIED: 21 June 2010

STEP UP BUSINESS COMPETITION EVENT: 30 June 2010

5. APPLICATION FORM GUIDANCE

5.1 This is a competitive process and your application will be judged against others therefore to assist your application you need to supply as much detail and supporting evidence as possible. This information needs to give the judging panel a clear indication of your business and how you meet the criteria.

5.2 Your application will only be appraised on the written information and evidence you provide and if you become a finalist, your performance at THE "STEP-UP" presentational event.

5.3 Question A. – State clearly and comprehensively what your business does/intends to do and give a good description of your products / services and how you do business/intend to do business. You can include whom you will be doing business with i.e. type and location of customer/supplier, your annual (projected) turn over and profit.

5.4 Question B – State clearly what sector you operate in e.g. IT: Software development. Please be as specific as possible. State clearly who your customers are.

5.5 Question C – State how you have tested and developed your product/service.

5.6 Question D – Your USP (Unique Selling Point) is what sets you aside from your competitors, what do you offer your customer that is different from that of your competitors?

5.7 Question E – State the benefits of occupying commercial premises to kick-start your business.

6. APPLICANTS WILL BE EXPECTED TO:

- Answer ALL the questions in the application form with as much relevant information as possible.
- Cooperate in PR and marketing activities, if required.
- Pitch their business to a panel of judges at the Step Up presentational ("Dragons' Den"-style) event. (More details of which will be sent if application is successful).

7. DECISION-MAKING PROCESS

- **SHORTLISTING** – Initial paper applications will be assessed and shortlisted.

Assessment will be by competition sponsors, whose decision is final.

All applicants will receive written confirmation of the decision.

On written request, the applicant will be able to receive feedback regarding an unsuccessful application.

Successful paper applications will be notified week commencing **21 June 2010**.

Please allow one month from then to receive requested feedback.

If incomplete applications are submitted they may not be considered.

- **FINAL SIX** – The shortlisting panel will meet week commencing **w/c 14 June 2010** to short list **SIX** finalists.
- The successful finalists will be invited to pitch their business to a judging panel of competition sponsors in a "Dragons Den" style event and will be notified of the details accordingly.
- A press event will follow the presentational event.

8. CONTACT

For further details or assistance please contact:







Nicole Kritzinger, Economic Development Officer

Email: economic.development@scambs.gov.uk

Visit: <http://www.scambs.gov.uk/stepup>

Tel: 03450 450 500

SPONSORS & PRIZES

	<p>Serviced Office Accommodation for 6 months with IT support for up to 2 persons for 12 months. £10,000</p>
	<p>Specialist Business Support which includes:</p> <ul style="list-style-type: none"> ○ One to One Business Advice Sessions ○ Online Business Advice and support ○ Free place at a Business Link intensive Start-Up 'Boot Camp' <p>Worth £2,000. As well as: Free workshops specifically tailored to this competition to assist all business entrants to formulate and to best present their business ideas.</p>
	<p>Promotion of the Competition</p>
	<p>£2,000 of Public Relations Support to include:</p> <ul style="list-style-type: none"> ○ Marketing ○ PR ○ General advice
	<p>Serviced Office Accommodation for 6 months. £7,000</p>
	<p>£5,000 of Legal Support to include:</p> <ul style="list-style-type: none"> ○ General legal advice as appropriate to the business ○ Appropriate specific advice (e.g. terms of trading, employment - or contract law)

 <p>the ultimate business network Cambridgeshire Chambers of Commerce Cambridge • Ely • Fenland Huntingdonshire • Peterborough</p>	<p>Free Cambridgeshire Chambers of Commerce membership and networking for 1 year</p>
 <p>STREETS CHARTERED ACCOUNTANTS</p>	<p>£5,000 of Accounting advice. Support to include</p> <ul style="list-style-type: none"> ○ The provisions of year-end accounts and tax computations and returns ○ The provision of an accountancy software package ○ General advice
<p>Walter Herriot</p>	<p>Enterprise and Innovation Champion and Panellist</p>